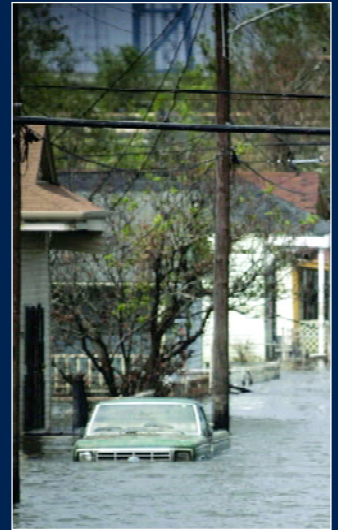


# **We Were There:** The Role of Philanthropy in National Disasters



**COUNCIL** *on* **FOUNDATIONS**



# Letter from the President and Board Chair

**R**ecently someone asked, “What is the difference between charity and philanthropy?”

It’s a good question.

In the wake of recent national disasters, we’ve witnessed the outpouring of generosity from the American people as they seek to help those in need. The Red Cross, the Salvation Army and other charitable organizations have received significant monetary gifts to support their work in immediate rescue and relief. Charity is a gift meant to help others with no expectation of anything in return—except the satisfaction of knowing you were there.

Philanthropy might best be described as “problem-solving charity.” If charity aims to alleviate the immediate needs, philanthropy seeks to help in the longer-term rebuilding and recovery. Philanthropy seeks to invest in the vision of progress. Today in America, more than 65,000 foundations have been created to help build a better place for all to live. Foundations come in many different forms: family foundations centered around the use of a family’s resources, community foundations organized to improve the quality of their communities and independent foundations geared toward unique missions established by a board of trustees. But this is just one chapter of philanthropy. Corporate giving is another key element of our society’s efforts to give back to

society. New forms of philanthropy are being created almost every day. The one thing they all have in common is an organized commitment to strategic investments promoting the common good.

Here are four stories of how philanthropy responded to national disasters. In each case, organized, strategic giving focused on long-term solutions to the challenges a community faced in disaster. Our goal is simple. We seek to create the environment in which philanthropy can grow in size and continue to grow in service. In doing so, we will all be better.

Sincerely,



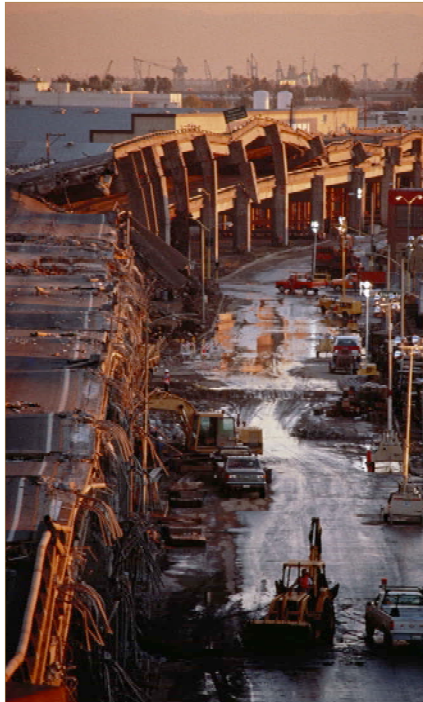
Steve Gunderson  
President & CEO  
Council on Foundations



Emmett Carson  
Chairman  
Board of Directors  
Council on Foundations



# 1989 San Francisco Earthquake



On October 17, 1989, the Loma Prieta Earthquake struck the San Francisco Bay Area, Santa Cruz and Oakland with a magnitude of 7.1 on the Richter scale. It was the area's most severe earthquake since 1906, and it left San Francisco without power and ravaged by fires. Throughout central California, the earthquake caused an estimated \$6 billion in property damage, killed 62 people, injured almost 4,000 more and left more than 12,000 homeless.

Foundations in the affected communities responded rapidly. According to Northern California Grantmakers, charities, foundations and corporate giving programs

provided more than \$19 million in relief and recovery funds during the first six months after the quake, including \$1.2 million from the James Irvine Foundation, \$1.3 million from Pacific Gas & Electric Company and nearly \$1 million each from the Bank of America Foundation and Chevron.

Moreover, local community foundations, including the Greater Santa Cruz Community Foundation, the Community Foundation for Monterey County, the Community Foundation of Santa Clara County, the East Bay Community Foundation, the Marin Community Foundation, the Peninsula Community Foundation and the San Francisco Foundation, raised another \$3.3 million. The

Northern California Red Cross collected an additional \$25 million in disaster relief donations through its Earthquake Relief Fund.

Most grants provided food, clothing, shelter, medical expenses and housing. Foundations and nonprofits also collaborated to prepare for future catastrophes and resolve long-term recovery needs. For example, the Marin Community Foundation brought together all the key disaster planning and response organizations from the government and non-profit sectors to coordinate services.



—Thomas C. Layton, President, Wallace Alexander Gerbode Foundation

Amidst the devastation in our community, the response by foundations was immediate and heartfelt and, more important, reassured and helped stabilize the region.



—Art Agnos, Former Mayor of San Francisco

The people of San Francisco and the bay area benefited greatly from the response of foundations who provided direct relief, counseling services and ongoing support as northern Californians recovered from a major earthquake.

# We Were There

# 1995 Oklahoma City Bombing



Money doesn't do anything by itself. In responding to a disaster, the value of a community foundation is its ability to provide the coordination—in conjunction with services—to ensure donors' and foundations' contributions help people move forward in their lives.

—Nancy Anthony, Executive Director, Oklahoma City Community Foundation



The exemplary work of foundations to coordinate relief efforts and provide long-term help to the victims of the horrific bombing demonstrates their lasting commitment to the community in a way that makes us all proud.

—Frank Keating, Former Governor of Oklahoma

When Timothy McVeigh and Terry Nichols detonated a truck filled with explosives in front of the Alfred P. Murrah federal office complex in downtown Oklahoma City on April 19, 1995, they killed 168 people, injured hundreds more and shocked a nation unaccustomed to terrorist acts on its own soil.

This tragedy spurred a compassionate outpouring of volunteer and financial assistance from across the nation and galvanized the local philanthropic community to efficiently orchestrate long-term recovery efforts among service providers, nonprofit organizations and public officials.



The Oklahoma City Community Foundation was instrumental in administering several funds established to respond to the immediate and

long-term needs of survivors, victims' families and first responders. The foundation received approximately \$12 million from individual donors, employees of local companies, the Tides Foundation and Oklahoma City Mayor Ron Norick's office, which had been flooded with donations by concerned citizens following the terrorist act.

Perhaps most important, the Oklahoma City Community Foundation recognized that the community needed to decide how to heal itself and that it would face years of unforeseen consequences from the bombing. Two hundred children lost one or both parents or had parents disabled in the

tragedy. Ten years later, the foundation is working to help these children through a scholarship fund administered there. This fund will exist for at least another decade because the youngest of these children is only 11 years old.

We Were There



# September 11, 2001, Attacks

On September 11, 2001, al-Qaida terrorists hijacked four U.S. planes and used them as weapons of mass destruction, crashing them into the World Trade Center buildings in New York City, rural Pennsylvania and the Pentagon in Virginia.

This terrorist act forever changed disaster relief, as the philanthropic community rushed to amend standard grantmaking practices for emergency aid and provided critical support. Its quick action and leadership in coordinating donations and grants for direct assistance and long-term recovery plans exemplified a country that united to transform grief into goodwill.

Within hours of the attack, the New York Community Trust and United Way of New York City created the September 11th Fund, which ultimately raised more than \$503 million from more than two million individuals, 30,000 foundations and nonprofits, and 35,000 businesses and their employees. The fund provided mental health counseling, employment assistance, legal and financial advice, and cash assistance to victims and their families and to affected communities. Of the estimated \$2.8 billion in total donations, foundations, corporations and corporate giving programs provided \$1.6 billion for emergency relief and disaster assistance.





Large private foundations based in New York City moved quickly to supplement federal funds for rebuilding lower Manhattan. The Ford Foundation, which pledged \$10 million after the attacks, gave \$5 million and also loaned three of its grantmaking and administrative staff to the September 11th Fund. Less than a week after the attacks, the Carnegie Corporation of New York pledged \$10 million, including \$1.85 million to assist public schools in lower Manhattan.



“Survivors of the attack on the Pentagon had varying needs. Some needed cash, others counseling. Still others needed doctors and legal assistance. Foundation grants enabled all of these and more.”

—Terri Lee Freeman, President, The Community Foundation for the National Capital Region



Foundations and the corporate giving community stepped up to the plate immediately after 9/11 and proved that the philanthropic community was completely committed to rebuilding New York. Government, foundations and corporate giving programs worked hand in hand to meet New York’s urgent and ongoing needs after that tragic day.

—Senator Chuck Schumer (New York)

# We Were There

# 2005 Hurricane Katrina



“Foundations are looking at the monumental task of rebuilding the countless lives and Gulf Coast as a ten-year marathon taking place at a sprint pace.”

—Gregory Ben Johnson, President and CEO, The Greater New Orleans Foundation



“The foundations’ tremendous outpouring of help and sympathy for the folks hit by Hurricanes Katrina and Rita shows the kind of ‘can-do’ attitude that American philanthropy is known for.

Their critical work continues in the long-term efforts to rebuild the Gulf Coast.”

—Representative Charles Boustany Jr. (Louisiana)

A nation watched in despair as flooding caused by Hurricane Katrina breached the levees surrounding New Orleans and wrecked communities along the U.S. Gulf Coast in September 2005. The hurricane affected a land mass the size of England, killing more than 1,200 people, displacing tens of thousands and causing well over \$100 billion in property damage and lost economic activity. By rendering much of a major city and parts of numerous towns uninhabitable, the disaster also created long-term needs unprecedented in the country’s history.

Foundations and corporate grantmakers across the nation quickly mobilized, responding with more than \$1.3 billion and providing in-kind donations and resources to support nonprofit organizations with immediate relief and long-term recovery efforts.

The week after Katrina struck, Governor Kathleen Babineaux Blanco established the Louisiana Disaster Recovery Foundation to collect and distribute donations. Foundations in the affected areas worked with local charitable organizations to assess resources, coordinate local funds and create a database for volunteers.

Foundations are now rebuilding not just houses and businesses but also the community and souls of the destroyed cities and towns. Mental health and primary care needs have been assessed. Funds have been established to help restore public programs such as the network that coordinates and delivers supportive home- and community-based services to seniors and their caregivers. Foundations throughout the areas hardest hit, such as the Greater New Orleans Foundation and the Baton Rouge Area Foundation, will ensure that much-needed services are delivered quickly and efficiently, when and where they are required.



We Were There

# We Are There

**Foundations spark innovation, cooperation and results, bringing together community groups, the government and industry to address pressing issues and find a successful solution. By investing in the vision of progress, foundations have touched the lives of nearly every American and have made these successes possible.**

## ■ THE ENVIRONMENT

Concerned about the loss of biodiversity around the globe, the Gordon and Betty Moore Foundation has committed more than \$250 million to Conservation International's work.

## ■ EDUCATION

Education endures as a focus of philanthropy thanks to George Soros's creation of the Central European University in Budapest; Thomas Monaghan's (founder of Domino's Pizza) pledge of more than \$200 million to establish a new Catholic university and town in Florida;

and the Walton family's grant of \$300 million to the University of Arkansas, the largest gift ever to a public university.

## ■ HEALTH

Foundations throughout the country are addressing the problems of HIV/AIDS, malaria and tuberculosis and spending millions to expand vaccination programs targeting childhood diseases in the world's poorest countries. To remain on the cutting edge in the fight against disease, foundations also are investing in "personalized medicine"—tailoring

treatments based on a patient's molecular profile—to spur biomedical advancements.

## ■ PUBLIC LIBRARIES

Libraries across the nation, created almost a century ago through the Carnegie Foundation, are today an integral part of this nation's public library network. The Bill & Melinda Gates Foundation just added \$11 million to the estimated \$250 million they have given to buy 47,000 computers at 11,000 public libraries across the country as part of a Global Libraries project. The grants do not require libraries to buy any

technology associated with Microsoft products.

Foundations, along with the Library of Congress, are also part of a public-private partnership to fund an initiative to build a World Digital Library to bring scattered primary materials of the world's varied cultures into consolidated websites for each culture.

### ■ WORLD HUNGER

In the 1960s, a collaboration between the Ford and Rockefeller foundations created research centers, which in turn brought together scientists from around the world to develop improved varieties of

wheat and rice that would greatly enhance yields. Called the Green Revolution, this effort led to countries becoming self-sufficient and providing food at a low cost.

### ■ EMERGENCY 911

In the early 1970s the Robert Wood Johnson Foundation provided 44 grants in 32 states for regional emergency medical services. Following these grants, the federal government stepped in and made a series of grants that resulted in today's nationwide 911 system.

### ■ THE HOSPICE MOVEMENT

Foundations funded a feasibility study and helped establish the first hospice (in New Haven, Connecticut). The program grew with further assistance from foundations and set the tone for what became a model for hospital and home care of terminally ill patients and a training center for hospice workers.

### ■ SESAME STREET

Every day, many of this nation's preschool children learn their ABCs, colors and numbers from a huge yellow bird, a frog, a garbage-can "grouch" and a host of brightly

colored puppets on Sesame Street. In an average week, the show reaches 16 million viewers; it is the most widely viewed children's series in the world. The show was established thanks to funding by the Carnegie Corporation of New York, the John R. and Mary Markle Foundation and a host of other foundations.

# About the Council on Foundations

**T**he Council on Foundations is an international membership organization of more than 2,000 grantmaking foundations and corporate giving programs. Council members distribute more than \$21 billion in grants and have assets totaling more than \$280 billion. Since 1949, the Council has promoted responsible and effective philanthropy, and served as a common voice for the shared needs of its members in the organized philanthropic field. The Council in the 21st century supports philanthropy worldwide by serving as a trusted leader, an effective advocate, a valued resource and a respected partner.

The Council provides the opportunity, leadership and tools needed by philanthropic organizations to expand, enhance and sustain their ability to advance the common good. The Council articulates a code of ethics for grantmakers, represents organized philanthropy to government and the media, and educates the public on the role and value of foundations in American life. Members of the Council include community foundations, corporate grantmakers, family foundations, independent foundations, operating foundations, public foundations and non-U.S.-based foundations.





# ...Always There



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